

## crm

# Enhance productivity and market intelligence through OEC's CRM suite. **Manageable. Trackable. Organised.**

Intuitively designed to ensure that trade sales support teams **maximise their productivity**, whilst having access to all key information during all customer interactions.

OEC's CRM is tailored specifically to trade customer interactions and is accessible for all key stakeholders.

### The CRM suite consists of 3 tools:



**CRM Tablet Application**



**Telesales Web Application**



**CRM Activity Reporting**

### Please contact OEC for more information:

Visit: [OEConnection.com](http://OEConnection.com)

Call: +44 (0)844 247 3577

Email: [eusales@oeconnection.com](mailto:eusales@oeconnection.com)

Terms and conditions: Calls cost 2p per minute plus your phone company's access charge.

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## CRM Tablet Application.

- Available on all tablet devices in multiple languages
- Secure – three step security function ensures that your data is only available for authorised personnel
- Access to all information relating to customer accounts and marketing campaigns to enhance customer visits
- Collect additional information relating to customer records to support opportunity analysis and tailored marketing campaigns

## CRM Activity Reporting.

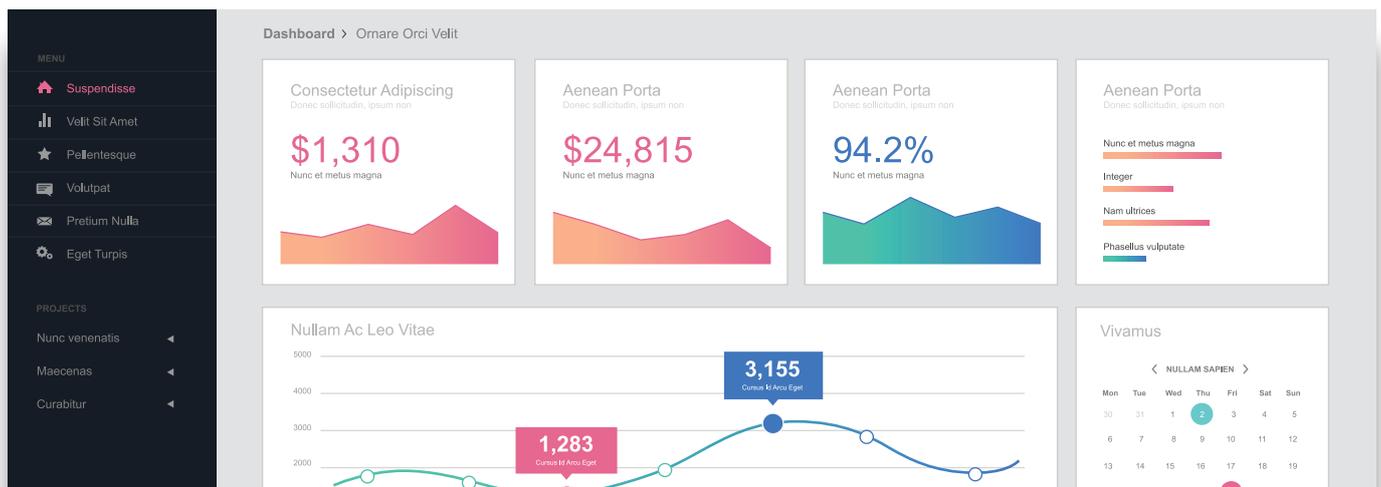
Dealer or NSC management can view all activity recorded:-

- How many visits have been conducted by sales representatives
- Where sales representatives have been through the Rep Tracking tool
- How many calls have been made and outcomes of these (including calls made by OEC telesales if part of the programme)
- And most importantly the value of **sales** made!

## Telesales Web Application.

A call list and call screen containing all information allows telesales operatives to record all interactions for campaign tracking.

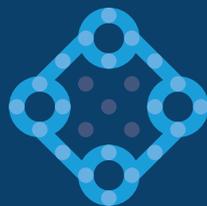
For illustrative purposes only



## Product Benefits



**BUSINESS  
INSIGHT**



**INCREASE CUSTOMER  
TOUCHPOINTS**



**CUSTOMER  
SATISFACTION**



**INCREASE  
PROFITS**

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